

HASTINGS XX-TRA

OCTOBER, 1941

Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them

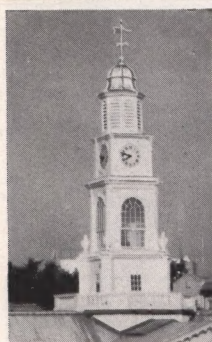
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PACK 16, BOOK 3

Hastings Gold Leaf Graces White Plains Courthouse

There's a new "Beacon of Justice" in White Plains, N. Y., these days.

It's the gleaming dome of the town's beautiful colonial style courthouse, which



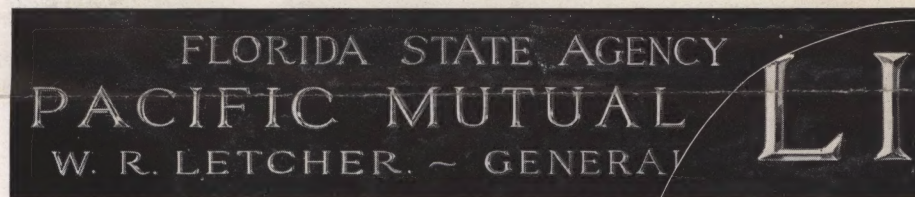
has just been decorated with Hastings Gold Leaf, by A. C. Williams of Mount Vernon.

This is an unusually fine example of the gilder's art. It should serve as a reminder to alert decorators everywhere that there are such jobs

in or adjacent to every community—just waiting to be sold.

They are veritable "gold mines in the sky." Make sure you get your share!

Novel Handling of Gold Leaf Gives Window Sign Raised Letter Effect



Extra Christmas Gift Money for You In Gold Waste

Can you use some extra Christmas gift money this year?

Then pack up your skewings and other gold waste . . . cotton, rags, etc. . . everything that has gold in it, and ship it to us.

We'll separate the gold from the trash, weigh it accurately, and send you our check for the full value at market prices.

Although the above window sign has every appearance of embossed lettering, you'll have to take our word that it isn't!

It's the work of George V. Serjeant, of Tampa, Fla., whose unusual handling of Hastings Gold Leaf here gives a definite raised letter effect. Actually, the entire sign has been painted flat on the plate glass.

The skill exhibited by Mr. Serjeant in this job and the other examples of his work illustrated here, certainly explains the success he has enjoyed as a signman during the last ten years.

Mr. Serjeant's success story began exactly one hour after he opened the doors of his Bell Sign Company, in 1931. His first order for a gold leaf sign came in before he had time to even erect a bench or hang out a shingle.

Since that time, Mr. Serjeant writes, he has done over 700 gold jobs in downtown Tampa and many substantial out

(Continued on Page 3, Col. 2)

Hockenjos Paint Chain Marks 80th Birthday

HOCKENJOS PAINT NEWS

STORES THAT SERVICE BUILT CELEBRATE 80th ANNIVERSARY

Hockenjos Famous Since 1861 as "House of Good Paint" FEATURES COLOR-STYLING SERVICE BACKED BY 80 YEARS EXPERIENCE

He's 80 Too!

80-Year Old Painter Praised Hockenjos

SEE INSIDE PAGES FOR SCORES OF HOCKENJOS ANNIVERSARY SPECIALS

FREE!

How Officing Special Anniversary Values

FREE DELIVERY

These stores sell America's FINEST PAINT AND WALLPAPER

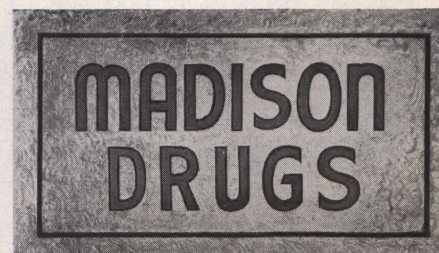
Don't Say EMPLOY A REPUTABLE PAINTER

Just Say USE GOOD PAINT

Just one month after Abraham Lincoln took office for the first time as President of the United States, J. Jacob Hockenjos opened a modest paint shop in Newark, N. J.

This year, the J. J. Hockenjos Co. is celebrating its 80th anniversary. Today, that first small store has grown to a chain of ten, and a fleet of sleek modern trucks speeds Hockenjos deliveries to a wide area of northern New Jersey.

Unchanged, however, remain the two major policies that J. Jacob Hockenjos bequeathed to the company that now bears his name: First, that quality merchandise shall be sold at the lowest possible prices. Second, that individual personal service should be offered to each and all customers. And, according to the Hockenjos Paint News anniversary issue shown at the left, those two policies, more than any other factors, have been responsible for the maintenance and growth of the Hockenjos reputation.



Another example of George V. Serjeant's skill in execution and design.

This is the 57th Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR. Editor
Published throughout the year by
Hastings & Company

817-19-21 Filbert Street, Phila., Pa.

Branches:

1332 W. Grand Avenue, Chicago, Ill.
and

47 W. 16th Street, New York, N. Y.
(W. H. Kemp Division)

Hastings & Co. was founded in 1820 by
Dr. John Hastings and has continued for
121 years in the control of the Hastings
family.

JOHN V. HASTINGS, JR.

G. BRINTON THOMAS, JR.

HENRY B. ROBB, JR.

Partners

PACK 16

OCTOBER, 1941

BOOK 3

Calm, Cool and Collected!

I well remember an old teacher of mine who used to talk about the "Three C's" as the sublime basis of all social contact: Calm, Cool and Collected. His many references to this phrase of three words deeply implanted this philosophy in my mind, and it has stood me in good stead on many an occasion.

But not in my entire business experience have these three words been as valuable or meant as much as right now!

General business conditions are good . . . there is less unemployment (we're told that it's down to less than normal) . . . wages are up . . . people want to buy goods at retail (which is always a good sign!). But in spite of better business, all of us, large and small, are having difficulties!

We can't get this material . . . priorities have completely removed something else from the market, etc., etc., etc. And I've met many a man recently whose whole point of view was that things were bound for Hades.

Calm, Cool and Collected! Yes, we may have trouble getting some materials right now . . . we may not have as much gasoline as we'd like . . . but it seems to me that these difficulties are no reason for us to go off the deep end.

Because, after all, our whole national economy always has been and is now based on successful competitive business. While it may be necessary to restrict this or that material at the moment . . . the wise heads in government know that unless American business goes on functioning in the way it has always functioned, then the armament program can't possibly succeed.

We've gone through far worse times than this before . . . and come out better people for it. We'll do it again . . . as long as we stay Calm, Cool and Collected!

John V. Hastings Jr.



Lodge Banner Lettered in Gold Leaf Over 43 Years Ago Outlives Lodge

THE banner illustrated above was lettered on both sides in gold leaf 43 years ago and, according to Clarence Butrum, of Holton, Kan., the lettering "is as brilliant as ever," although Holton Lodge No. 111, Grand Lodge of Kansas, no longer exists.

This lettering was done by Mr. Butrum in 1898, as the dates on the banner itself testify. And, says Mr. Butrum, "I know it was lettered with XX Gold Leaf, for no other material would look as fine after that length of time."

Decoration of silk banners is an almost forgotten use for gold leaf, and it was the sight of a similar banner illustrated in the Hastings Idea File that reminded Mr. Butrum he had the Holton Lodge banner in his possession.

You Need This Book in Your Business

"Signing 'Em Up" is a handbook that brings together the practical business-getting methods of successful signmen for the benefit of all sign painters and wagon letterers.

Based on successful practice, not on theory, it explains actual sales methods now in profitable use. For your copy of this unique book, send \$1 to Hastings & Co., now. Hastings will refund your dollar if you're not completely satisfied.

New Successful Substitute for Imported Rabbit Skin Glue

Frame gilders will be glad to hear that a successful substitute for imported Rabbit Skin Glue has recently been found.

This substitute, Gilding Glue No. 2, has been tested by a number of the best gilding shops in the New York area, which found that it can be handled just as easily as Rabbit Skin Glue.

Have You Tried Palladium Leaf for Gilding on Glass?

Palladium Leaf, made from an unalloyed precious metal of the platinum group, is ideal for either burnish or mat work on glass, as it will not tarnish.

Applied the same as gold leaf, except that the size used should be one-third to one-half weaker, Palladium Leaf has a soft, velvety luster with a depth of tone not found in any other white metal.

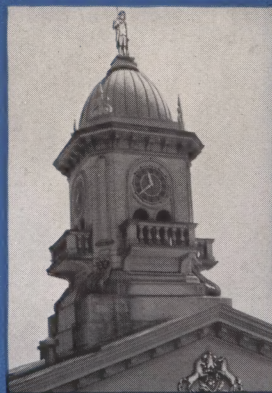
Specifications of Palladium Leaf are the same as XX Gold Leaf. We'll be glad to send you further details about its application on request.

Hastings User since 1892 Did First XX Job at 16

Back in 1890, when John Gutman, of Cleveland, Ohio, started serving his apprenticeship as a signman, news didn't travel quite as fast as it does today. But it didn't take Mr. Gutman long to find out who made the best gold leaf. Mr. Gutman began using Hastings Gold Leaf in 1892, when he was 16 years old, and has used Hastings consistently ever since. We're proud to welcome him to our 50-Year Club.

Welcome also are these new 30-Year Club members: F. A. Gores, Brooksville, Fla., and Bill Feely, Trenton, N. J., who have been using Hastings Gold Leaf for over 40 years, and the G. C. Tainsh Sign Co., Portland, Me., Hastings user for 36 years.

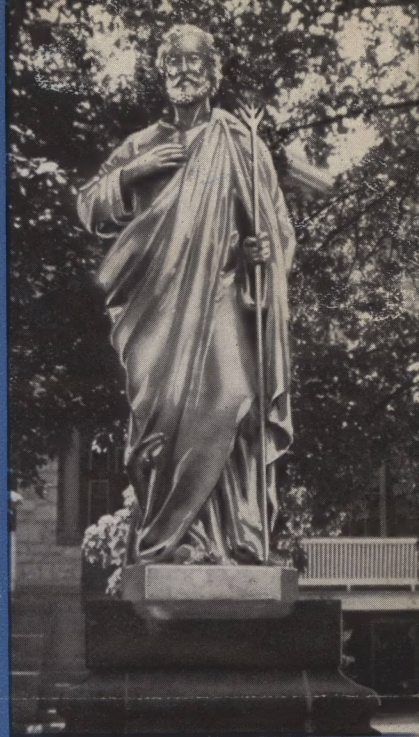
When a Steeplejack's an Artist Too, You Get Results Like These



The two gilding jobs shown here are the work of William F. Grant of Lancaster, Pa., who combines his years of experience as a steeplejack with genuine artistry and skill. The cupola illustrated at the left belongs to the 200-year-old Courthouse at Chambersburg, Pa. Mr. Grant recently gilded the wooden statue of Benjamin Franklin atop the cupola and the Pennsylvania coat of arms above the entrance to the courthouse.

Illustrated at the right is one of two large statues recently gilded by Mr. Grant. Both statues grace the campus of Mount St. Mary's College, at Emmitsburg, Md.

Mr. Grant, a staunch Hastings fan, used Hastings XX on both of these jobs.



A Sign Success Story - - Out of the Deep South

(Continued from Page 1)

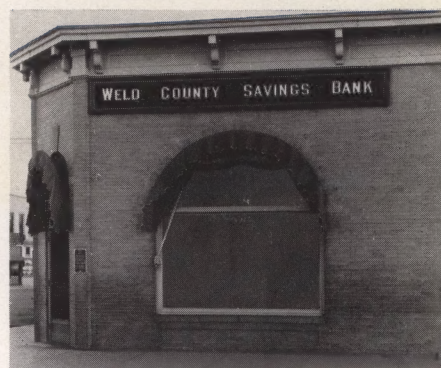
of town jobs, as well as 5500 commercial jobs, not including cards and small cash items.

Fifty per cent of his customers have been with him over five years, and many for eight and ten years without a break.

"Our only advertising," says Mr. Serjeant, "has been Hastings stickers and blotters—and our own work."

Included among his customers are such national concerns as Walgreen Drug Co., Lerner Shops, Kress & Co., F. W. Woolworth, General Electric Co., Lykes Bros. Steamship Co., Pacific Mutual Insurance Co., Prudential Insurance Co., J. C. Penney Co., Maas Bros. Department Stores, and many others.

Mr. Serjeant first started to do gold work in 1900. After 8 years as a signman, he went into the theatrical business and toured the world, returning to the sign business 17 years later.

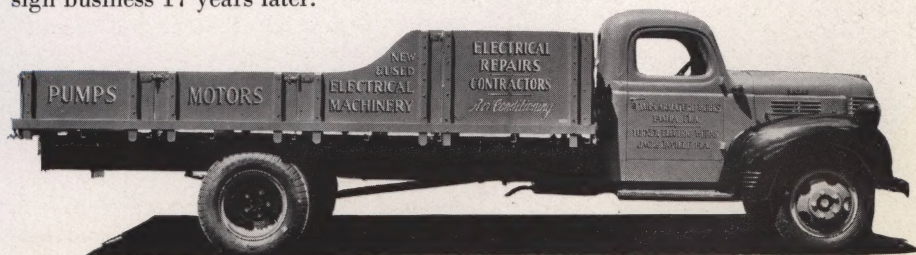


New Raised Letter Gold Leaf Sign for Colorado Bank

From way out in Greeley, Colorado, comes the above fine specimen of the gilder's art.

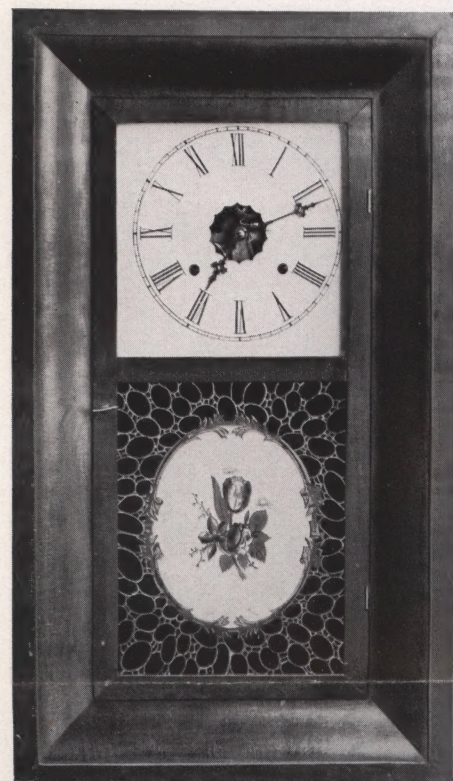
This raised letter sign, gilded with Hastings Gold Leaf, is the handiwork of Morey Cameron, of Morey's Sign Shop.

For additional ideas and information on this type of work, see pages 4A and 8A in your copy of the Hastings "Idea File." If you haven't a copy . . . write for one, today . . . it's free.



Another Bell Sign Co. job. The lettering on this truck is gold, with a heavy black shadow on each letter. Including the

legends on the tail gate and front and back bumpers, 484 letters were applied.



Gold Leaf Restores Faded Beauty of 100-Year Clock

We don't like to use the word "masterpiece" indiscriminately, but we're sure you'll agree that the painting of this fine old clock by Philip Launhart, of Newton, Kan., certainly rates that description.

Mr. Launhart painted the face, the side scroll work in the black part of the bottom panel, and the rose picture and border in the oval section of the bottom panel. The rose picture and panel were sketched in Hastings Gold Leaf and filled in with other colors.

From the Mail Bag

AMONG those answering the roll call at Camp Robinson, Arkansas, these days is the former manager of Elmo Displays, Beatrice, Neb. . . . PFC Eugene E. Sears, Company C, 134th Infantry, 35th Division.



"Even though I'm now doing my year for the good old U. S. A., I'm still interested in keeping up with the trade," writes Private Sears. "Please send me a copy of the Hastings 'Idea File.'"

"I've done considerable painting for my regiment since enlisting. While I have no opportunity to use your gold leaf here, I will take up where I left off when I get out.

Gold Leaf Adds Dignity To a Professional Sign



Gold leaf is one of the most dignified mediums of display and is frequently used in signs for doctors, attorneys, and other professional men.

W. B. Crockett, of Colorado City, Tex., sent us the above sample of his work in this field. This sign is on extra heavy plate glass, backed up with black in Japan. The final finish for protection of the sign work was 30-pound brown manila paper applied to the back of the glass with a heavy coat of spar varnish and serving the purpose of the foil used in more expensive signs.

"I shall certainly continue to use your fine products."

The editor certainly thinks there should be some possibilities for gold leaf applications in a community as large as Camp Robinson. How about gilding rifles, Private Sears . . . so you and your pals won't have to keep eternally polishing them? (And then send us a picture of the sergeant's face at inspection . . . we'll be glad to publish it.)

A considerable increase in the demand for gold leaf in the last six months is reported by Walter A. Told, Manager of the Macpherson Outdoor Advertising Co., Joplin, Mo.

"We don't know whether this is a local condition or not," Mr. Told writes, "but our purchases of gold leaf have increased more than 100 per cent over any other six months' period in the last six years."

More power to you, Mr. Told . . . and congratulations on the increased volume of business. The increase in the use of gold leaf seems to be general throughout the country.

Many thanks to Burdean Thompson, of the Thompson Advertising Service, Modesto, Calif., for praise that we consider of the highest order.

Mr. Thompson says that since entering the sign business he has used Hastings Leaf almost exclusively, except at one time when a substitute brand was all that was available.

"The other brand took double the leaf and time to complete the job," he writes. "We would be a less prosperous industry were it not for the high quality of Hastings leaf."

No Priorities on Gold Leaf

Here's another good reason for sign men to recommend gold leaf to their customers.

Although many of the materials ordinarily used in signs are being requisitioned to meet defense requirements, gold leaf has not been placed on a priority basis, and unlimited stocks are still available.

You can still get prompt, immediate delivery of Hasting XX Gold Leaf. For practical suggestions on the application of gold leaf to all types of signs, as a substitute for sign materials now unavailable, consult your copy of the Hastings Idea File.



Bandaged driver in hospital: "I wasn't satisfied to hit the truck, I had to hit the driver, too."

XX

Parson: "Cheer up, friend, you have a bright future ahead of you."

Dying man: "That's what's bothering me. I can see it blazing."

XX

XX: "I took my girl to a swell show last night, and after that to a swell night club, and then a swell cab. And then do you know what she said?"

XXtra: "No."

XX: "Say! Who told you?"

XX

When one barber cuts another barber's hair, which one of them does the talking?

XX

He: "Is your wife having any trouble learning to drive?"

Him: "If only the road would turn when she does."

XX

Are the Japanese battleships built stronger than the toys they used to send over?

XX

Country Girl: "Paw's the best shot in the country."

City Slicker: "What does that make me?"

Country Girl: "My husband."

XX

H. I. Philips recently included this little item about gold leaf in his daily column in the New York Sun:

"How long has this been going on? Passing down Madison Avenue yesterday at No. 1490 I saw the following sign painted in gold leaf letters on one side of the front window, reading as follows: We renovate any hat including ladies."

We've heard of wives sending their husbands to the cleaners before, but never vice versa.